

# Roadside Review

Winter 2010 Issue 54

A quarterly newsletter of the  
Missouri Department of Transportation's  
Adopt-A-Highway and  
Sponsor-A-Highway programs



## Let's Pick It Up – April is the No MOre Trash! Bash

All winter long we drive Missouri's roads and see it. It's in the grass, on the river banks, in the ditches, it's everywhere, and it's disgusting... litter. Luckily, April brings warmer weather and the annual No More Trash! Bash in Missouri, so let's all get out there and pick it up!

"We have to start somewhere," says Stacy Armstrong, roadside management supervisor and state Adopt-A-Highway coordinator. "If we can all get out and get the litter cleaned up, then we can focus more on prevention and make an even bigger impact."

Schedule a cleanup or educational activity during the month of April to help spruce up Missouri, report your activity and the Missouri departments of Conservation and Transportation will reward you with a 2010 No MOre Trash! Bash lapel pin and enter you in a drawing to win a No MOre Trash! prize pack.

Last year's Bash saw hundreds of educational efforts in schools, at rest areas, at community events, during Earth Day celebrations, on radio talk shows, through Take Your Child to Work Day, news conferences, trash can painting events, television promotions and more.

Altogether, 111,134 bags of trash were collected throughout Missouri, 26,659 bags more than last year. More than 838 groups participated comprised of more than 10,068 volunteers.

Cleanup crews also found plenty of objects too large to fit into trash bags including tires, hubcaps and a fish tank. The most commonly

found items were aluminum cans and fast food bags. Ironically, the USA Freedom Corps also found a "Be Good to Mother Nature" mug.



*Ruth Ann Short is an adopter from Marthasville. Short sets out each day in her safety vest, yellow bags in hand, to clean up all the roadsides leading into her community.*

"We were lucky and thankful to have so much enthusiasm and hard work last year, but I think we can pick it up a notch," Armstrong says. "We just need everyone who participated last year to get one or two more people to confront the litter problem. It will make such a difference." RR

*For more information, visit [nomoretrash.org](http://nomoretrash.org).*

## ADOPTER SPOTLIGHT

### Kuefler Keeps Roadsides Tip Top

Tip Top Ranch...the name couldn't be more fitting for a ranch owned by a man who single-handedly picks up litter on one-half mile of Route 21 and all of Route CC (2.8 miles) in Iron County. Tom Kuefler has been doing the job since 1993, trying to keep the stretch of road frontage that is part of his 210-acre ranch looking good. He made his adoption official in 2006 when he joined Adopt-A-Highway.

"I guess I was inspired to become an adopter by Jack Longacre," Kuefler says.

Longacre was president of the Highpointers Club and had adopted the entire length of Route CC in the club's name. Unfortunately, he passed away in 2002 and there is a private park dedicated to him on that route.

"I wanted a place where I could escape the hustle and bustle of the metropolitan area," Kuefler says, a former St. Louis suburbanite, of his move to



# Recycling Road Signs Makes “Cents”

Many adopters may not realize that their “new” road signs announcing their adopted highways may actually be recycled signs. MoDOT’s Sign Shop makes about 130,000 signs each year and many are made from reclaimed aluminum – they’re recycled! Not only is this better for the environment, but in the average year, MoDOT recycles enough signs to save about \$1 million.

“We try to use as much reclaimed material as possible to reduce costs, as well as take care of our environment,” says MoDOT Sign and Marking Engineer Tom Honich.

When old recycleable signs are brought in from across the state, they are sent to Missouri Vocational Enterprises (part of the Division of Offender Rehabilitative Services under the Missouri Department of Corrections) where they are cleaned and straightened. Then a computerized hydro-stripper is used to remove the reflective vinyl sheeting from the face of sign blanks and they are ready to be reused.

“We can make up to 70 percent of our signs on reclaimed material, which is significantly cheaper compared to new aluminum, plus delivery of reclaimed material is a lot faster than ordering new,” Honich says. The department began recycling signs more than 30 years ago in 1978. In 2009 they used 362,654 square feet of reclaimed aluminum.

“What makes MoDOT unique is that we build highway signs for the entire state at one central location here in Jefferson City which saves money,” MoDOT Sign Shop Superintendent Terry Baker says.

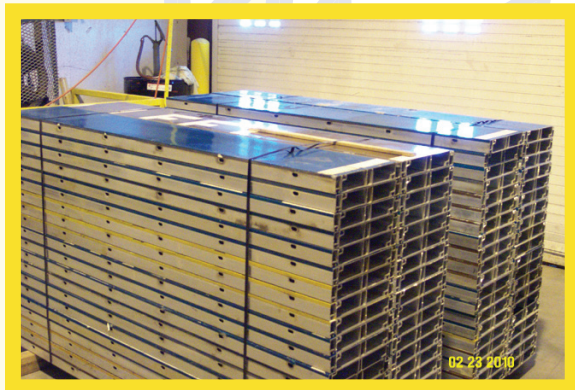
MoDOT first began making signs in 1920 and the average sign lasts 10-12 years if no one tampers with it. The largest sign the department ever made was 45 feet wide and 12 feet tall. It was a directional sign for the St. Louis area indicating exits for routes to Clayton and Kansas City.

In addition to directional signs, they make specialty signs which include scenic byways, Adopt-A-Highway, welcome to Missouri, food and lodging, historical markers and state park signs, to name a few.

MoDOT also produces signs for agencies such as the Missouri Department of Conservation, the Missouri State Highway Patrol, the Army Corps of Engineers, the Department of Natural Resources, the U.S. Forest Service, the National Park Service, and U.S. Fish and Wildlife. RR



*A rotary driven machine strips old vinyl in the recycling process*



*Extruded aluminum panels ready to be stripped of their vinyl sheeting*

## ADOPTER SPOTLIGHT

*Continued from page 1*

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the Ozarks. “If I didn’t do this on a regular basis, the litter accumulation would start to detract from the natural beauty of the land.”

Kuefler encourages others who own highway frontage or who value the beauty of their area to join Adopt-A-Highway. “I am happy to be doing something that helps to maintain the natural beauty of the area,” he says. “Also, it forces me to do more walking, which helps keep me in better shape.”

The most common litter Kuefler encounters are beer cans and bottles, and cigarette butts. He feels providing more places for people to properly dispose of and recycle their trash could help cut back on the amount of trash, large and small deposited on our roadsides.

When he’s not picking up trash, he likes to enjoy his rural lifestyle by swimming during the warmer months, spending time with his German Shepherd “Buddy,” and riding his ATV.





# New Adopters

October 2009 - January 2010

## October - 2009

Antonia Elementary Kids for Saving Earth Club  
Busy Bee 4-H Club  
CSI Hardwood Floors, Put It In A Can, LLC  
In Loving Memory of Arthur J. Timley "Sporty"  
In Loving Memory of Azalea Fleming  
In Loving Memory of Christina Freeman "Punkie"  
In Loving Memory of Frances Thurman  
In Loving Memory of Jimmy T. Baker  
In Loving Memory of Ken Currington, Family & Friends  
In Memory of Clyde Hartley Florence  
In Memory of Our Aintie – Angel Seward, Love Cami, Nae & Ace  
Knights of Columbus Council #6819  
Konrady Lawn & Landscaping, Charisse and Duane  
Macks Creek FFA  
Magical Adventures  
Malta Bend R-V Student Council  
McDonald County Constitution Party  
Microtech STL  
MPACT Youth, First United Methodist Church  
Oakland Baptist Church  
Odessa FFA Chapter

Savannah Middle School - Mrs. Beatty's Community  
Schuyler County Rotary Club  
Thirteen Brothers Demolay Chapter  
Vipassana Buddhist Church

## November - 2009

509th Aircraft Maintenance Squadron  
Amvets Riders, Chapter 98  
California Girl Scout Troop 231  
Charitable Bikers Association  
Charles E. Quick III, Mandy Family & Friends  
Christian Environmental Services  
Eldon FFA Chapter  
In Honor of Wyatt Piepergerdes, Son & Twin Brother  
In Loving Memory of Becky Stewart  
In Loving Memory of Elizabeth Anne Shea, Whitney M. Bentlage  
In Loving Memory of James, John & Aubrey  
In Loving Memory of Kay Cliffe  
In Loving Memory of Larry G. Johnson  
In Loving Memory of Robert J. Cram  
In Memory of Cleo F. Wyant  
In Memory of Our Beloved Brother John  
In Sweet Memory of Wesley Dean Hotop, Son, Brother, Uncle  
Kenneth & Betty Baer & Family

Lake of the Ozarks Master Naturalists  
Lennie Coats Lock & Key  
Lutheran Student Fellowship  
Lutron Ministries  
Meril  
Midway FFA  
Nanca Gatliff Langford, Loving Wife, Daughter, Mother  
Neelyville Sr. Beta Club  
Omega Sigma Chapter of Zeta Phi Beta  
One Earth Climax Springs Schools  
Smithton R6 FCCLA & FFA  
St. Joseph Habitat For Humanity  
Stockton Lions Club  
The Trail House Restaurant  
USA Freedom Corps Ark-MO-Geocachers

## December - 2009

Almartha Chamber of Commerce  
American Legion Riders Chapter 258  
Caruthersville Kiwanis Club Delta Pi Omega  
Charlie & Jackie Waters  
Circle of Friends Sorority  
District #27 Probation and Parole  
Delta Pi Omega  
In Loving Memory of Adam Lee Ashinhurst & Frankie Ashinhurst Jr.  
In Loving Memory of Gina Sparks  
In Loving Memory of Glen A. Helms, The Helms Family



# New Adopters

Oct 2009 - January 2010

In Loving Memory of Marilyn L. Walters,  
Family and Friends

In Loving Memory of Our Mother &  
Grandma, Sharon Colleen Parks

In Loving Memory of our Pa, Sonny Conway

In Loving Memory of Patty McCuine  
Moudy and Frances G. Brown

In Loving Memory of Sydnea Elizabeth, By  
Mom, Dad, Zach & Coby

In Loving Memory of William E. Harmon  
"Will-Will"

Lambda Alpha Epsilon, Gamma Epsilon  
Delta, UCM Criminal Justice

Northeast Missouri Community Action  
Agency

Paul and Mary Shinn Realtors

Rippin' Pavement Motorsports M/C RPM

Rob & Cheryl

Saline County Probation and Parole

T-Top Neighborhood

Zeta Psi Lambda

## January - 2010

45th Judicial Circuit Drug Court

Constitution Party of Jefferson City

In Loving Honor of Vernon Eugene Lipsey,  
by Loving Family

In Loving Memory of Dick Clair

In Loving Memory of Stephen Robert Hoops  
Harris

In Loving Memory of Troy G. Burch &  
Leona M. Masters

In Memory of Jake Aaron Breeding

In Memory of Jessie B. Primer, United Bros.

MC Club

Joggers of God, Cuba, JOG, Inc.

Northside Boat & RV Storage

Phi Beta Sigma Fraternity, Inc., Kappa  
Sigma Chapter

Radiant Rascals 4-H Club

Russ Rosener Nursery & Landscaping

Steve Evanego and The Litterbugs

Trenton Science Club



# Thank You New Adopters!

# National Study Finds Cleanup Efforts Working More Work Still to Do Though

The results of the largest litter study ever conducted in the United States, and the first major national litter survey in 40 years, were released in December. Results show that while litter has decreased, there is still a lot of work to do.



The study identifies and dissects the causes, effects and costs of litter in America. The first behavioral study observed nearly 10,000 individuals in 130 locations in 10 states. Quantitative surveys measured both roadway litter in 45 metropolitan areas nationwide, as well as 180 non-roadway sample locations.

“Our research clearly shows that while major progress has been made in reducing litter, more remains to be done,” said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. “By combining strong, targeted public education and outreach with a better infrastructure of trash and recycling receptacles, communities can reduce litter and its costly impact.”

The study found several key issues:

- In the past 40 years, the amount of litter in America has decreased by 61 percent nationwide, a change attributed to aggressive, long-term public education and cleanup programs.
- States with active Adopt-A-Highway programs were cleaner and less littered than others.
- Litter conservatively costs our nation \$11.5 billion per year. These are direct costs, including cleanup and prevention programs.
- The study concludes that at least 51.2 billion pieces of litter are left on roadways.
- Cigarette butts comprise 38 percent of all items littered on the highways, streets, parks and playgrounds.
- 81 percent of littering observed in the study was committed “with

intent” by the individual, and was mainly attributable to lack of awareness or sense of obligation.

- One of the strongest contributors to littering is the prevalence of existing litter.
- Older individuals (30 and over) littered less than younger individuals, but gender was surprisingly not related to litter rates.

According to the study findings, several things have contributed to the litter reduction and need to be continued or expanded. Intense education and cleanup efforts have been the primary contributors to the significant decrease in litter over the past 40 years. More recycling infrastructure is needed - only 12 percent of public spaces surveyed had recycling receptacles. Additional funding is needed, and corporations, foundations and government should all be taking the lead in funding /sponsoring education programs, volunteer programs and infrastructure. As with most societal issues, prevention is far less costly than remediation.

Keep America Beautiful commissioned this series of studies in 2008 and 2009. Full copies of the Executive Summary and research are available online at [www.kab.org/research09](http://www.kab.org/research09). RR

MoDOT ADOPT-A-HIGHWAY  
*Litter Cleanup*

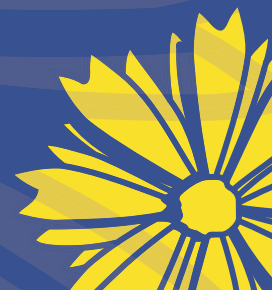


**5,853 MILES**  
**4,123 ADOPTERS**

## SAFETY TIP

“What Not to Wear” -- Adopter Style

While style is always important, when you’re picking up litter, what you wear can be critical for your safety and comfort. Start with flat, sturdy shoes. Next, long pants and a long-sleeved shirt are ideal, even in warm weather. These garments will protect you from the sun and keep the bugs from getting to your skin. The safety vest and gloves are accessories you don’t want to forget. Top off your outfit with a hat, again to protect from sun, wind and/or cold and don’t forget the sunscreen and bug spray for any exposed skin.



Roadside Review is a quarterly newsletter published by the Maintenance unit of the Missouri Department of Transportation. It is mailed to Adopt-A-Highway volunteers and other interested groups. After reading, please share this newsletter with others. Additional copies are available upon request.

If you have any comments or questions, please contact:

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*Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.*



For more information about the Adopt-A-Highway program:

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## TALKIN' TRASH

### Trash Man Picks Up

Radio DJ/superhero Trash Man, took to the roadsides in early November to pick up litter and help keep the roadsides clean. He is radio personality Cosmo from the Cosmo & JC show on the Columbia/Jefferson City radio station Y107. On the morning of Nov. 3, he transformed into Trash Man.

He picked up litter along Route 63 north of the AC/Grindstone exit. His "trashy" superhero costume consisted of a cape, suit and mask all made from trash bags.

MoDOT provided him with trash bags, a safety vest, gloves and a grabber and he went to work. In less than a half hour, he had already filled up a yellow trash bag. Some of the things he found: floss, lip gloss, a rubber glove and wallpaper along with tons of fast food trash, cigarette butts and paper.

Trash Man isn't the only superhero out there picking up trash. MoDOT's Adopt-a-Highway program currently has adopters perform about \$1 million a year in litter cleanup and beautification efforts.

To find out more about Adopt-a-Highway, call our toll free number at 888-ASK MODOT (275-6636) and ask for the Adopt-A-Highway coordinator or email us at [aah@modot.mo.gov](mailto:aah@modot.mo.gov). You can also find out more information at [www.nomoretrash.org](http://www.nomoretrash.org).

Thanks to Y107's Trash Man for doing his part to keep Route 63 litter-free. RR

Schedule a cleanup or educational activity during the month of April, report your activity and get a FREE 2010 No MOre Trash! Bash lapel pin, plus an entry in a drawing to win a No MOre Trash! Prize Pack!